

# Inside & Out

JANUARY 1988

COMPAQ® NEWS

VOLUME 6, ISSUE 1



The company's private performance of "The Sound of Music" was so popular, requests for hundreds of additional tickets for the second performance — a symphony Christmas program — began pouring in. Both performances were played to large audiences of Compaq personnel, family members and friends

## Year's hard work earns fun, awards



Compaq has recently won several awards for its products, and for the first time displaced IBM as the top desktop computer manufacturer in the "world class" competition sponsored by PC World. The publication's editor, Richard Landry, and editor in chief, David Bunnell, recently came to Houston to present Compaq with its "world class" awards

## 'Has it occurred to you it's time to make your New Year's Resolutions?'

"**A**ctually, I'm not a New Year's resolution person," smiled *Ralph Perry*, Manager of Storage Technology, Chasewood I.

Does this mean you'll be watching everyone else to see what resolutions they're not keeping?

"Oh, absolutely."

I guess you encourage the people in your department to make resolutions for the coming year?

"Definitely."

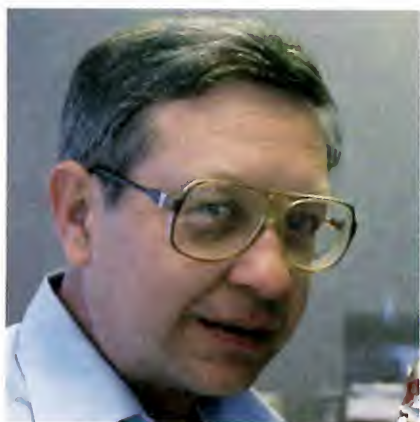
Um — if you *were* to make a resolution for 1988, what would it be?

"To stop smoking," Perry responded seriously. "I'm filling out my questionnaire for the 'Stop smoking' class now. We have our first session today."

Do they let you smoke in class?

"I doubt it."

Have you tried to quit before?



*Ralph Perry*



*Gabe Reyes*



*Susan Chapman*



*Mike Clark*

"Two or three times. Last year, I resolved to quit, and went through a whole New Year's Eve party without smoking." He tapped his cigarette on the side of an ashtray, watching the ashes drop into it. "I hope this class can help me."

"I'm going to lose 10 pounds," said *Gabe Reyes*, Administrator, Customer Service. "I'm also going to spend more time with my family, and have more time for myself."

Reyes admitted she doesn't know how she's going to manage that, unless the company's technological efforts reach into cloning.

"What we need this year is 24 hours more in a day," she concluded.

"I don't make those because I know better," said *Mike Clark*, Director, Systems Engineering, as he poured a cup of coffee in a break room at Chasewood II.

*Continued on back cover*



## A puzzling situation

### PSYCHOLOGICAL PROFILE

Please answer the following questions honestly.

- 1) If you are at a friend's home and see 1,000 tiny multi-colored pieces of cardboard or wood spread out on a table, do you:
  - a: Pay no attention and walk by
  - b: Sweep them off the table onto the floor
  - c: Instruct your family to go home without you and send enough clothes to tide you over until the jigsaw puzzle's completed
- 2) If you were at an antique shop and saw an old wooden puzzle on sale for \$1,000, would you:
  - a: Pay no attention and walk by
  - b: Push it onto the floor
  - c: Beg your kids for the contents of their piggy banks, swearing you're not leaving the store until you own the puzzle

If you answered a: on both questions, you have lived a sheltered life.

If you answered b:, you probably have family members or friends who are jigsaw puzzle fanatics and drive you crazy.

If you answered c:, you undoubtedly are a jigsaw puzzle devotee, fancier, enthusiast — okay, okay, a fanatic — and this article's for you.

## The 'cutting edge' of puzzle technology

James Ayer fits the c: category of the "psychological profile" offered above. As a youngster, he put together wooden jigsaw puzzles brought home from the library by his grandfather.

Later, a cousin began buying such puzzles and sending them to relatives. Ayer rapidly completed the puzzles he received, then returned them to his cousin, who assembled a collection of wooden puzzles.

Ayer's fondness for jigsaw puzzles continued through his studies at Yale University, where he received a degree in mechanical engineering. After a career spent largely in the cutting tool industry, he gave up his job and began his own business, putting together an automated system for creating wooden puzzles.

Ayer spent 14 months putting together his system and his business, James C. Ayer, located in Salem, Mass. His designs are created on a COMPAQ DESKPRO 386, whose speed and memory are crucial to the display and storage of the many intricate pieces which make up his puzzles. A water jet system is used to cut the pieces.



Each piece is designed on a COMPAQ DESKPRO 386

On the face of the puzzle is a single, large image. The complex designs of the puzzle's pieces may include various shapes such as a windsurfer, a locomotive or even well-known children's storybook characters. Others are beautiful, abstract shapes.

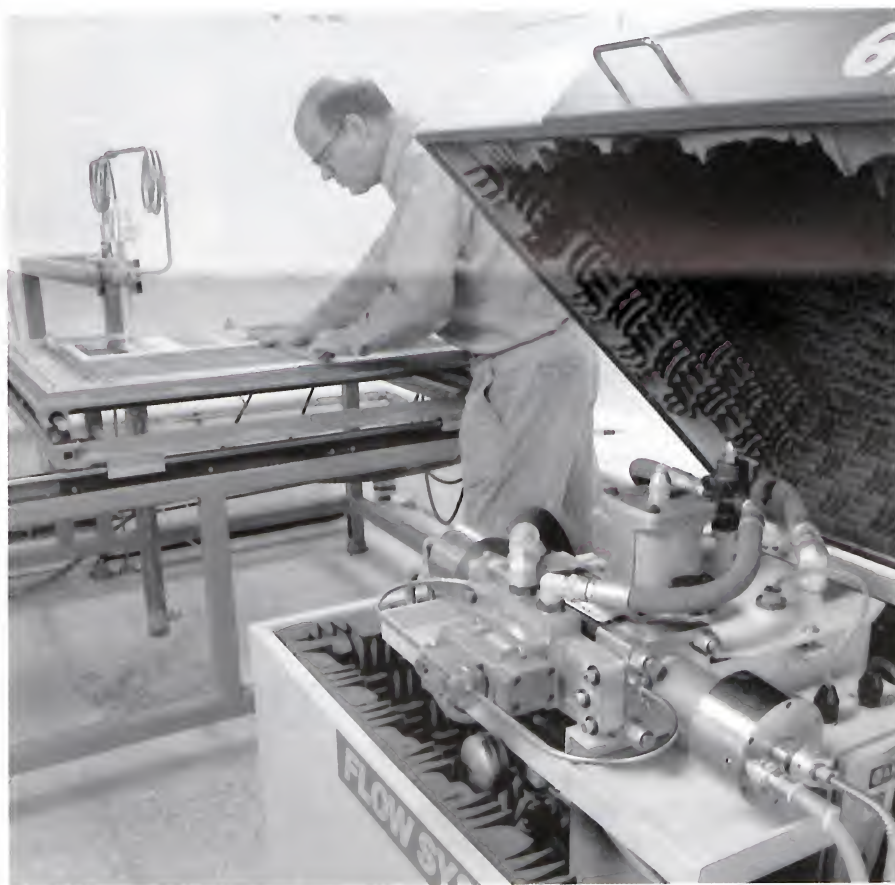
As Christmas approached, Ayer was working on a 5" x 7" Christmas greeting puzzle. Admittedly, Ayer's puzzles are not cheap — they run \$1.50 per square inch — but make wonderful keepsakes for those receiving them. Because of their complexity, Ayer particularly likes to make puzzles in a 15" x 20" size. He can make them even larger if the customer wishes. His most expensive puzzle costs \$440; the least expensive is \$80.

Ayer offers both custom and "ready-made" designs, made of quarter-inch Baltic birch plywood. He works from three kinds of images: silk screen, laminated photos affixed to the wood, or paintings done directly on the wood.

For the painted puzzles, he sends puzzle-size pieces of wood to Haiti via a church-operated airline. There, artists — usually students studying art — paint Haitian images on the wood. Each painting is unique.



A Ganesha — a "Hindu god" symbol — makes a complex puzzle



James Ayer uses an automated water jet process to cut his puzzles

Subjects of the puzzles, past and planned, have ranged from a Hindu elephant image and the Bay of Tripoli to engineering drawings. The latter is sold in the gift shop of the Massachusetts Institute of Technology museum. The puzzle's silhouettes incorporate the school's logo and other recognizable images.

Although his puzzles qualify as "jigsaw" puzzles, a jigsaw blade never touches them. Instead, they are cut by a water jet which makes a cut of only 7/1,000 of an inch in width. The narrow cut and the water jet's capability to move in any direction make it possible to create far more intricate, tight-fitting pieces than is possible with a jigsaw.

"After you put one of these puzzles together, you can pick it up by its corner piece and it won't come apart," Ayer said.

After setting up the machine controls to run the water jet system, he goes into another room at his small shop in Marblehead, Mass.

"I have to. It's pretty noisy, and if I stayed in the room with it, I'd have rock star ears," he laughed.

An hour is required to cut the small puzzles, and more than two hours for a large one. The time required for computer design varies, depending on how much original design is required for the puzzle. An 11" x 14" puzzle, "designed from scratch," generally requires approximately 12 hours to design.

Ayer's COMPAQ computer is at his home in Salem, Mass., where he spends long hours creating the designs.

"For computer-aided design, the speed of the 386 is really good," Ayer said. "It's the right computer for this job."

To enter a drawing to win a James Ayer puzzle, simply complete the enclosed Reader Response card and return it by January 22.

For information on Ayer's puzzles, write: James C. Ayer, 42 Chesnut St., Salem, Mass. 01970.



# Share and share alike

**"I** need volunteers," wrote Ann Attaway, Manager of Houston Facilities Operations, in a memo to all departments.

Attaway was asking for representatives from other departments to help decide who will move where next year, when several buildings will be ready at Compaq Center West.

No one volunteered, so some were drafted.

Several people on the committee represent more than one department.

People who assign offices find they become very unpopular when major moves take place. It seems to be a little hard to please everyone — or some-

times, anyone.

"We called it the *'Share the Blame Committee,'*" Attaway said. "When we ran out of office space, I lost my sense of humor and changed the name to the *'Space Committee'*" — office space, that is, not launch planning.

Attaway willingly shared the names of her fellow committee-members. It was not immediately clear whether their blame-sharing will be limited to office moves, or whether it might be expanded into other areas such as traffic congestion, empty coffee pots left on burners, soppy weather, auto insurance rate hikes and other circumstances.

## Who's to blame?

**Daryl White,**  
Vice President & Corporate Controller  
**Mary Hathcock,**  
Manager, Customer Support Services  
**Richard Tinsley,**  
Director, Procurement Assurance  
**John O'Brien,**  
Manager, Manufacturing Administration  
**Jimmy Chandler,**  
Director, Materials Operations  
**Doug Johns,**  
Director, Marketing Operations  
**Mike Clark,**  
Director, Systems Engineering  
**Jim Harris,**  
Vice President, Engineering  
**Hugh Barnes,**  
Vice President, Engineering

**Don Boren,**  
Engineering Services Manager  
**Pat McCormick,**  
Manager, International Production Planning  
**Bob Wilder,**  
Director, Intellectual Property  
**Susan Gallup,**  
Facilities Engineer  
**Cheryl Crim,**  
Architectural/Interior Designer  
**Pat Moore,**  
Facilities Architect  
**Ann Attaway,**  
Manager,  
Houston Facilities Operations  
**Helene Baske,**  
Executive Secretary, Sales and Marketing



*Glue, glitter, colored markers and pizza made happy holiday decorating for youngsters participating in the holiday crafts workshop, sponsored by the ACE Arts & Crafts group*



## Compaq increases market shares

During the third quarter, Compaq dramatically increased its unit and revenue market share for business personal computers sold through Authorized Dealers in the U.S.

Dealers increased both the number of COMPAQ units sold, and the amount of money they derived from the sales.

These findings were reported by Storeboard Inc., of Richardson, Texas, which said sales of COMPAQ products accounted for 26% of U.S. computer dealers' revenues during the quarter. This is a 50% increase over the company's 18% share for the same period a year ago.

Mike Swavely, Vice President of Sales and Marketing, said the company increased its revenue share by concentrating on sales of 80286- and 80386-based business PCs.

"The high end of the PC market served by 80286- and 80386-based products represents a segment of the market that is growing faster than the PC market as a whole," Swavely said.

The overall PC market is growing, however, according to Storeboard. The firm reported that dealers' sales of business PCs increased 52% over the third quarter of 1986.

Storeboard's findings showed that 74% of dealers' 80386 computer sales during this third quarter were COMPAQ products.

The company also leads the portable personal computer marketplace with a 77% share of dealer sales in the third quarter.

## Singapore operation celebrates 100,000th PCB

Compaq Asia, the company's Singapore subsidiary, celebrated shipping its 100,000th printed circuit board to Houston at the end of November — one day short of six months following its first shipment.

In spite of occasional material shortages, the group has stayed on schedule and continued to grow, employing 280 full-time employees and 125 temporary employees.

The subsidiary has leased all five floors of its building, providing room for further expansion in the 125,000 sq. ft. facility.

The operation previously has shipped all completed boards to Houston for use in computer manufacturing. In February, Compaq Asia will begin splitting its shipments, with some boards going to Scotland.

Meanwhile in Houston, the PCB assembly operation is completing its gradual move to CCM III, the new manufacturing building at Compaq

Center West. In addition to its through-hole assembly lines, the group is expanding the number of surface-mount technology lines to a total of five.



*The Singapore PCB operation turns out large quantities, recently shipping its 100,000th board*



*In Houston, the PCB shop is moving to CCM 3, the newest manufacturing facility, located at Compaq Center West*





The real James Nelson, right, accepts the company's 1,000,000th computer from Compaq President Rod Canion

## Major oops!

After the December *Inside & Out* was distributed, a call was received from James Nelson, winner of the company's 1,000,000th computer, a COMPAQ PORTABLE II.

"You know that picture you printed in the *Inside & Out* about me winning the 1,000,000th computer?" he said.

**Yes. (Ah! He wants extra copies.)**

"Well, it wasn't me."

**Uh — it wasn't you?**

"No. And that wasn't the

1,000,000th computer Rod Canion was holding, either."

**It wasn't the 1,000,000th computer...**

"No. That was David Rios, the oldest Sommermeyer employee (oldest in terms of how long he's been at the company). He was helping retire the COMPAQ Portable computer. That was the computer in the picture." Nelson laughed. "Everyone over here is ribbing me, and David keeps wanting to know where his computer is."

Well, James, we're really sorry we got that wrong. Of course, we could correct it in the next newsletter. However, we'd like to suggest that the most efficient way to handle this is simply for you to give the computer to David.

"No, I couldn't do that. It means too much to me. I've already got it set up at home."

Sigh. Well, again, please accept our apologies, and thanks for being such a good sport. We'll correct it in the next issue of the newsletter.

Um — say, James, you're *sure* you don't want to just give the computer to David?



From December issue: David Rios, left, helps retire the COMPAQ Portable, held by Compaq President Rod Canion

## What the readers say

Readers were asked to help make 1988 plans for *Inside & Out* by responding to a survey in the October issue.

A total of 1,306 people participated.

The survey results indicated most readers like the appearance of the newsletter, with the exception of its size.

In answer to the question, "What do you like most about the newsletter?", responses were quite broad. Stories about people ranked highest, with product articles and activities next in line. People said they read the newsletter primarily for company information, stories about people, and entertainment, with industry information in fourth place.

"What do you like least?" drew few responses, and the replies were broad, ranging from hobbies and activities to technical/product articles and size.

Preferences on stories also were quite broad. Company operations and people drew the highest number of votes, followed by employee services,

company marketing/financial information, computer applications, products, company activities, reader input and industry information.

### Looking at changes

In response to concerns that the newsletter was an inconvenient size, random opinions will be sought on other sizes in the near future.

To offer better coverage of the entire company, a representative at each location or major department will be asked to serve as a "reporter" for that group. This list of correspondents will be printed in an upcoming issue.

Although nearly 22% of the respondents said they would like extra copies for external audiences, *Inside & Out* will remain an internal publication for the present. This is because the information is more personal than is appropriate for an external publication, and because greatly increasing the number of copies printed also would increase the cost.

The trend will continue toward shorter stories, more "people" features and humorous stories.



### More opinions

Each month, readers will be asked their opinions on various aspects of *Inside & Out*. This will help the publication better serve the needs of people working at Compaq. Instead of guessing

what readers need or want, we'll know.

In addition to the Reader Response card, employees may make suggestions by contacting the reporters at their locations or by calling Judy Elswick, Editor, at 374-1451.

## Vic Cerda takes on new goals

Last year, an auto accident left Victor Cerda largely paralyzed, and unable to return to his job in Compaq Center Manufacturing.

Today, however, he is studying for a degree in social work at Lamar University in Beaumont, where he lives with his wife, Sherry.

Cerda has a note-taker for one class, and tape-records lectures in the

other, then types his notes using a mouthstick to hit the keys. With this method, he can type "probably from 20-25" words per minute.

"I was just studying, as a matter of fact," he said when the answered the phone at his home. "I have finals coming up tomorrow and next week. Psychology tomorrow, and sociology next week." Cerda said facilities are very ac-

cessible for wheelchairs, and goes to classes on a city bus that has a wheelchair lift, offering him increased independence.

Cerda's wife, Sherry, described their new home as "a 60-year-old house with 70-year-old trees. Sometimes the birds get so loud you can't hear the TV."

"It's really nice," Cerda agreed. "I really like it out here."



## Pen pals

Last month, Margit Fink, daughter of a Compaq employee in Munich, West Germany, suggested the company begin a network of "Pen pals."

The following people have responded with requests for pen pals. To write any of these people, please address your letter to:

### Inside & Out

P.O. Box 692000

Houston, Texas 77269-2000

**Abby Magallanez** would like to find a pen pal in Italy. The 26-year-old Systems Support staffer has special interests in geographic history and art.

**Debbie Tomchesson**, who works in Accounts Payable in Houston, would like to find a pen pal in any other part of the world. She is in her thirties, and is interested in painting, crafts, animals, swimming, horses and work.

**Susan Fehrman**, 30, works in Manufacturing Test operations in Houston. She would like to find a pen pal in another location, and can share interests in camping, fishing, the outdoors, and "enjoying life in general."

**Toni Schrull** is a 28-year-old product engineer working at CCM in Houston. She is particularly interested in horses, and would enjoy having a pen pal from another city.

**Karen Kealy**, 30, would like a pen pal outside the U.S., with whom she can share interests in camping, travel, needlepoint and people in general. "I'm people-oriented — I enjoy meet-

ing all types," said the ASM engineer from Houston.

**Dawn D. Hines** would like to write to anyone — youngster or adult — anywhere. Hines, 33, works in the company's Chicago sales operation, and has special interests in animals (particularly cats), the Bible, sign language, poetry and short story writing. "I am a minister!" she added.

**Billy Tieck**, 7, would like to find pen pals in Switzerland and Austria. His special interests include sports, camping and bike riding.

**Bobby Tieck**, 11, also would like pen pals in Switzerland and Austria. His interests, like his brother's, are in sports, camping and bike riding.

**Debbie Smith**, 20, works in Order Entry at the company's operations in Toronto, Canada. She enjoys jazz, people, baseball and aerobics.

**Deanna Lee** would like to find a pen pal in Singapore. The 12-year-old Katy resident is interested in swimming, boys, bowling, reading and cooking.

**Marc Hinojosa**, 14, is interested in science, astronomy, computers and baseball, and would like to share those with a pen pal in Scotland.

**Raymond Hinojosa**, 7, would be especially interested in finding a pen pal in Canada. His interests include baseball, science and dinosaurs.

## Smokers vow to give it up

The American Cancer Society's "Great American Smokeout" — a day in which smokers are encouraged to give up their cigarettes for the day, or the rest of their lives — drew a large number of participants at Compaq.

Nearly 300 people were sent "Survival Kits," containing chewing gum and other aids, to help get through the day. Some participants were "adopted" by colleagues who offered to support

them in their efforts to keep from smoking.

In conjunction with the campaign, Compaq is offering a Smoking Cessation program. For details, contact Mary Gleinser at 374-5776.

**If you have any stories to share about your efforts to quit smoking, or those of a colleague, please jot them down along with your name and extension on the Reader Response Card enclosed in this issue.**



## More awards for Compaq

The COMPAQ PORTABLE III® was voted "Portable Computer of the Year" in an international competition held annually by the computer trade press.

Trade journalists in nine countries vote on the award, sponsored by *CHIP* magazine of Germany.

The COMPAQ PORTABLE III won by the widest margin of any category. The computer received a total of 485 points from the judging panel, compared to 170 for the runner-up, the Toshiba T3100.

In November, Compaq received the "PC Magazine Awards for Technical Excellence" in both the desktop and portable computer categories. Compaq

shared with Microsoft the Environments award for "Windows 386 Presentations Manager" software. The awards were presented during the COMDEX trade show in Las Vegas.

As noted in the November issue of *Inside & Out*, Compaq won three categories in PC World magazine's "World Class Competition." The COMPAQ DESKPRO 386 took top honors in the desktop category, the first time IBM has been displaced. The desktop workstation also was named "Most Promising Newcomer." The COMPAQ PORTABLE II was named top transportable computer in the competition.

## Company among 'best-managed'

"For Compaq's successful strategy in taking on the industry giant, setting new technology standards for personal computers and delivering the products it promised on time, *Business Month* chose it as one of the five best-managed companies of 1987.

"Compaq is a case study in management excellence," says Daniel Benton, a computer analyst with Goldman, Sachs & Company. "It is the only company in the world that has established a brand name better than IBM's..."

Others among the "best-managed" firms were Walt Disney Company, Ford Motor Company, Merck & Company and PepsiCo Inc.

The companies were honored in *Business Month's* December issue.



## Getting found

Ever get lost — really lost — at Compaq Center?

Two things to remember that might help:

At CCA, each building is constructed around a diamond-shaped center that has elevators, restrooms, water fountains, mechanical and storage rooms around its edges.

Also, the room numbers are a code. The first digit indicates the building, the second indicates the floor, and the final two are the room number.

Room 3350, for example, would be located in CCA 3, third floor, room 50.

If you've gotten lost enroute, don't worry about it. It's a conference room where meetings frequently run late, so chances are good yours hasn't begun.

## United Way

Compaq employee contributions to the United Way recently reached the \$70,000 mark. At that point, Compaq President Rod Canion announced the company would match employee contributions 2-for-1, adding \$140,000 to that amount.

Additional employee contributions received since that time have raised total Compaq contributions to \$211,572.83.



# Hagman stars in Swedish opening

As Compaq President Rod Canion stepped to the microphone to greet 1,200 guests gathered in the Stockholm Town Hall, he was flanked by Eckhard Pfeiffer, Senior Vice President for International Operations; Zelimir Ilic, head of Compaq Europe International; and television star Larry Hagman.

Wait a minute. Larry Hagman stars in "Dallas," not "Stockholm."

True. But he's married to a hometown Swedish lady from Eskilstuna, in the center of Sweden. The "Dallas" star — who, by the way, had a COMPAQ DESKPRO on his desk in the television series — is enormously popular in Sweden.

Therefore, he was invited to be one of the speakers at this evening event Oct. 13 to help launch CCS Deskpro Computer AB, the new Compaq subsidiary.

The evening was the climax to a carefully orchestrated campaign to introduce Compaq in Sweden. On Oct. 1,

people reading the newspaper with their morning coffee saw a full-page ad featuring Hagman, complete with Stetson hat, announcing that he and Compaq were coming to town. The text of the ad contained a short message about the company, emphasizing its position on the Fortune 500 list. Several ads on succeeding days led up to the big event.

On the day following the announcement, an ad directed readers to Compaq dealers for demonstrations and purchases.

The day of the launch, news media and other guests met Compaq officials, as well as Hagman and his wife, at two press conferences and a luncheon. Conferences and meetings with dealers were held in the afternoon, followed by a reception that evening at the Stockholm Town Hall, the same site where the annual Nobel Prizes are awarded.

Media coverage of the events — and the company — was extensive, both in trade and general press.

"Sweden is a high-technology soci-

ety, and the trade reporters gave full play to its achievements as an engineering company," later noted a Swedish Compaq representative.

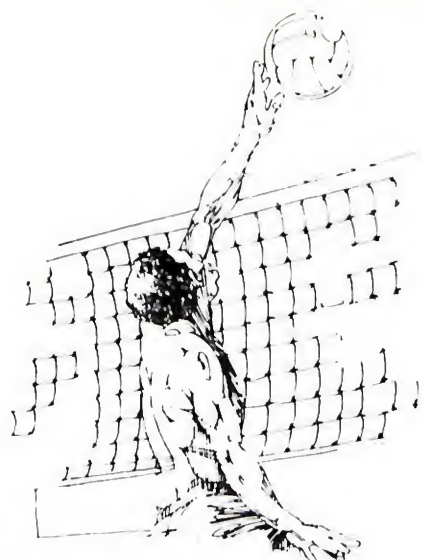
According to officials of the new subsidiary, Sweden is highly computerized, but has been oriented to minicomputers and mainframes. The business market shows an unusually high concentration of large corporations. Personal computer sales were slow in taking off but recently have accelerated, particularly for 80386-based machines.

The demand for applications such as computer-aided drafting, engineering and manufacturing is becoming very intense. Interest in networking, especially using UNIX, also is growing rapidly.

The market for personal computers in Sweden is dominated by IBM, whose market share has slipped from 34.8% to 22.2%. It is followed by Apple with 11%; LM Ericsson, a Swedish telecommunications company, with slightly more than 10%; and Victor, with a share roughly equivalent to Ericsson's.



"Dallas" star Larry Hagman and his wife, Maj, arrive in Stockholm to help launch the company's newest subsidiary



## Volleyball league starts Jan. 12

Co-ed volleyball teams begin their winter schedule Jan. 12 at the Cypress Creek YMCA, located near Compaq headquarters on FM 149.

All teams must be registered by Jan. 5. The league is open to Compaq employees and their immediate families at a cost of \$20 per person. People who do not work at Compaq may also join a team for \$30 per person.

Playing times are 8 p.m., 9 p.m. and 10 p.m. The teams are sponsored by the Association of Compaq Employees (ACE).

All-men's and all-women's teams may also be started. For information on signing up for a volleyball league, contact Tricia Limon, 374-5453, mail code M007.

## ACE hotline

The Association of Compaq Employees (ACE) sponsors numerous activities for Houston employees. For information on ACE activities, check the reader rack at your location or call the ACE hotline, 374-2414.

## ACE activities grow, full-time staff hired

Volunteers in the Association of Compaq Employees (ACE) will get some relief in 1988 with the hiring of two full-time employees.

Serving as ACE Administrator is Ron Bowden, who holds a Ph.D. in adult fitness from the University of Wyoming. His background includes coordination of adult sports, wellness activities and YMCA programs. Joining him will be a secretary, to be named. The two staffers will report to the ACE board through its

chairman, Barry Puls.

"Next year, we're looking at continuing everything we've done plus adding some activities," Puls said.

Additions will include:

- A third bowling league, possibly in Tomball;
- Indoor softball at the Houston Indoor Sports Center, located on Jones Road near Grant;
- A soccer league, possibly also at the indoor center;

□ Possibly several new special interest clubs which are being considered by the board.

Even with the addition of staff, ACE still needs volunteers — "always more volunteers," Puls said.

The board of directors is also seeking increased employee input for the organization, and possibly will conduct interviews or attend meetings to get ideas and other feedback at various Houston locations.



## 'Three helpings? Not us; we don't know what you're talking about'

Representatives from international operations recently met at a restaurant in Munich, Germany for a 1988 planning session. Those attending included, from left, Franz Egermann, European Controller, Germany; Aldo Menegbelli, Managing Director, Compaq Computer S.P.A., Italy; Bernard Maniglier, Managing Director, Compaq Computer S.A.R.L., France; Zelimir Ilic, Managing Director, Europe International; Ton Pannekoek, Managing Director, Compaq Computer B.V.-Holland; Mike Swavely, Vice President of Sales & Marketing; Tom Howard, Director of International Marketing; Eckhard Pfeiffer, Senior Vice President of European Operations; Kim Francois, wife of Murray Francois; Murray Francois, General Manager, Compaq Computer Manufacturing, Ltd.; Ian Penman, Managing Director, CCA Systems, Australia; John Dolan, Operations Manager, Compaq Computer Manufacturing, Ltd.; and Joe McNally, Managing Director, Compaq Computer Limited, U.K.



## 'A good run for your money'

Three horses reach the top of the homestretch at 40 mph, their bright silks shining under an autumn Minnesota sun.

Behind the three front-runners, six other thoroughbreds labor to catch up. Each of the six, as well as his rider, is coated with mud left behind by a morning thunderstorm.

As the nine horses dash toward the finish line, spectators at Canterbury Downs Race Track stand and cheer. The

needs, as did Computer Applications.

The Authorized Dealer's event was sparked by a discussion between Dealer Sales Representative Ruth Rensink and Duane Sparks, Vice President of Sales and Marketing for Computer Applications.

Held for the second time this fall, the day-long event included a reception at a local hotel, where Ross Cooley, Compaq Vice President of Sales, spoke with guests. The entire group then



**SALESPAQ program allows Authorized Dealers to tailor events to their needs**

noise climaxes as the horses cross the line. Then most patrons return to studying forms and picking winners. In one group lunching in a private area, picking winners shares time with computer talk.

Hosted by Computer Applications, an Authorized Dealer in the Minneapolis-St. Paul area, the group includes many members of Computer Applications' sales staff, major-account customers and some Compaq personnel from Minneapolis, Chicago and Houston. Compaq people are there to support the day-long event, which Computer Applications calls "A Good Run for Your Money."

Like many other events created by Authorized COMPAQ Computer Dealers, "A Good Run for Your Money" was funded by a fast-growing Compaq program called SALESPAQ. Considered by many the industry's No. 1 dealer-support effort — and widely imitated by other companies — SALESPAQ offers support to dealers through programs including advertising, direct mail, sales incentives and seminars. The programs are funded by dealers' "accounts," which receive credits when COMPAQ products are purchased. Dealers may also design programs to fit their specific

headed for the race track, where members enjoyed a catered lunch and horse racing.

"Our customers could walk up to Ross and talk with him casually," said Gary Hokkanen, Computer Applications' Corporate Marketing Manager. "It's an open environment, but it's still business. One of our reps sold seven COMPAQ DESKPRO 386s on the bus ride to Canterbury Downs."

Sparks credited the event with tightening the relationship between Computer Applications and its customers.

"We have to allow time for personal relationships," Sparks said. "When we have an event such as this, we get to meet spouses. We learn about families. It's easier to ask questions that bring us closer in business relationships during a social occasion than during a business day."

"I get to know that a customer just had a baby or painted a back fence. I get to know about important things in their lives other than business. That means I get to know and understand them better."

"Life's too short not to enjoy the people you're doing business with."



### Holiday kids

People in corporate communications services admitted to being kids at heart as they shared childhood photos on Lisa Lindgren's brightly-decorated door. From left, kids are: first row, from top, Gail Issen, Lucretia Estill, Stephanie Parrish, Will Schoggins, Marilyn Chalmers, Claire Harris. Second row, from top, Lee Turner, Beverly Rogers, Laurie Roddy, Mary Kuna. Third row, Barbara Elliott, Phil Jowell. Fourth row, Deborah Crockett, Lisa Lindgren, Valerie Babb. Fifth row, Chris Purcell, Tim Bombur, Diane Mulvibill (and sisters). Sixth row, Cindy Stepinoff, Dawn Ireland, Diana Jaques (with brother), Linda Siemers, Norm Nissen, Byrne Smith



**Bernard Maniglier, Compaq France Managing Director, at the stables**

## French celebrate at castle near Paris

Shortly after the recent launch of new products, French staffers celebrated their growth and achievements with a party at the castle of Maffliers, north of Paris.

More than 90 people, including family members, gathered on an autumn Sunday to ride horses and bicycles, play

tennis and ping-pong, or practice golf in the park. For some of the children, the occasion marked their first pony rides.

A sumptuous lunch on the veranda was followed by quiet games and naps for children, with more rides in the forest that afternoon.

"The adults continued their activities in a good mood and finished the day with a cup of tea," reported Martine Gosse, Communication Administrator, who organized the event.

Bernard Maniglier, who heads the French operation, noted it was "a very

informal way" to congratulate the group for the hard work and market growth achieved in France. It also provided families an opportunity to get acquainted — not an easy task otherwise, since the subsidiary has now grown to a total of 50 employees.



"When I make one, I don't tie it to New Year's. I just make it."  
Of course, he still didn't share what those resolutions are.

Of a similar mind is *Rod Canon*, President.

"I don't make New Year's resolutions," he demurred. "I make them all year long."

"I resolve that I won't move more than 10 times next year," said *Barry Puls*, Release Manager, Systems Engineering.

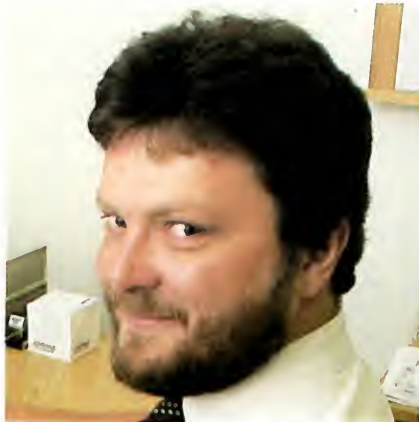
"I've been relatively lucky. I've only had, I think, four different offices in four years. I've been one of the fortunate ones."

"I want to limit my shopping," declared *Pam Williams*, Data Entry Coordinator, Service Operations, Brookhollow.

**Watch this space. If Pam finds a painless way to do this and is willing to offer seminars on it, we'll let you know.**



*Pam Williams*



*Barry Puls*

"I want to resolve not to drink any alcohol," said *Karen Eppes*, Data Entry Coordinator, Service Operations, Brookhollow. However, weddings are a time of celebration, and "...since I'll be getting married this year, I hope I don't blow it."

"I really hadn't thought about it, to tell you the truth. I know a lot of people probably want to stop smoking, drinking, and things like that. I guess you could also decide to **start** something," said *Susan Chapman*, Secretary, Perry Road. "I've started weight lifting, and I'm going to continue it. I don't know of anything off hand I want to quit, but I guess there are a lot of things you could start doing or continue doing to improve yourself, and that's what I'm going to do — keep lifting weights."

"Not really. If I can just get through Christmas —" said *Rhonda Reed*, Receptionist/Secretary, Atlanta sales office. "I'm trying to fulfill this year's resolution that



*George Devlin*



*Rod Canon*



*Rhonda Reed*

I'm not going to put Christmas off 'til the last minute. After Christmas, I'll come up with one for '88."

"Those things I break all year??" asked *Bob Vieau*, Vice President of Manufacturing.

**Like — what resolutions did you break this year, Bob?**

"I didn't quit smoking.

"I didn't stay on a diet.

"I spent more money than I should have."

**What resolutions are you going to break — uh, make — for 1988?**

"I'm going to lose weight and get in shape. How? I don't know, but that's what I want to do. I want to pass my physical — or at least keep the report under 20 pages."

Vieau reflected for a moment, then began backing off his resolution.

"Let's say I want to keep in shape or find a pill that will do the same. That way, I won't have to worry about it."



*Karen Eppes*



*Bob Vieau*

Vieau mulled it over a bit more, then added another resolution.

"I will not tell Sommermeyer we're moving until we're ready to move," he said emphatically. He estimated he has announced impending moves four times over the last two years — none of which happened.

"I think I'll wait until the moving trucks are headed down Highway 290 toward Little York," he said.

"I'm going to keep them this year," vowed *George Devlin*, Personnel Manager, Compaq Computer Manufacturing Ltd., Scotland.

**You're going to keep your resolutions? That's your resolution?**

"Yes. I always break them, but this year I'm going to keep them."

**Keep *what*, George? What resolutions?? George? George! Come back, George—!**



*While snow fell on many Compaq offices, December in Houston found trees outside Compaq Center turning — of course — yellow, orange and red*

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